

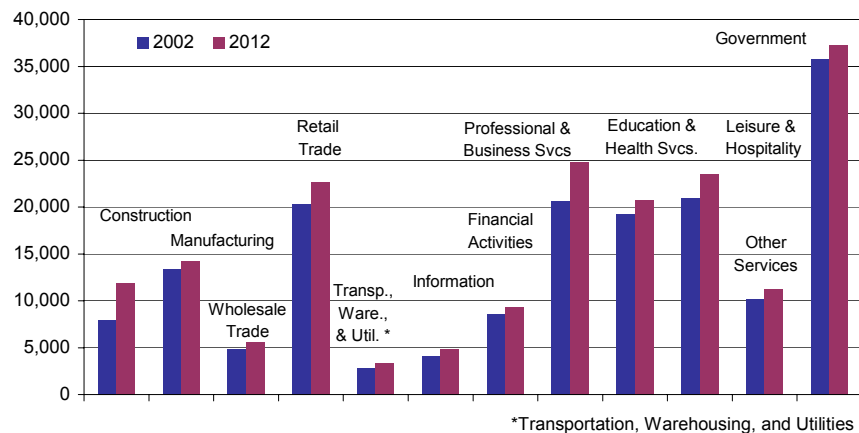
Santa Barbara County Projection Highlights

Industry

Nonfarm wage and salary employment in Santa Barbara County is expected to grow 1.2 percent annually between 2002 and 2012. The projected annual growth rate is less than the 1.8 percent forecasted for California as a whole. This growth will add 19,800 new jobs and bring the employment of Santa Barbara County to about 185,000 by 2012. Over 65 percent of all new nonfarm wage and salary jobs are forecasted to occur in Professional & Business Services (21%), Construction (20%), Leisure and Hospitality, (13%) and Retail Trade (12%).

Construction is the fastest growing major industry sector, projected to grow at an annual rate of almost five percent. Professional and Business Services is forecasted to grow slightly over 2 percent annually. Santa Barbara County's employment growth remains strong in certain key industries such as Clothing and Clothing Accessories Stores (4.2 %), and Management of Companies and Enterprises (4.0 %) as evidenced by the stronger than average growth rate in these industries.

Below is a graph of the estimated 2002 and projected 2012 employment for major industries in Santa Barbara County.



Occupations

Occupational projections for the period 2002 to 2012 forecast:

- Nearly 20,000 new jobs from industry growth,
- About 41,000 job openings from Net Replacements,
- A combined total of almost 61,000 job openings.

The 50 occupations with the most job openings will generate almost 56 percent of all job openings in Santa Barbara County during the 2002-2012 period. These occupations are expected to generate about 34,000 total job openings. While these occupations are typically lower paying, entry level occupations, such as Retail Salespersons, Cashiers, and Waiters and Waitresses, higher-skilled and higher paying occupations, such as Managers, Carpenters, Computer Support Specialists, and Secondary School Teachers are also forecasted to have a substantial number of job openings over the ten-year period.

The 50 fastest growing occupations are all expected to outpace the county's annual growth rate. Occupations in Construction, Professional and Business Services, and Education are scattered throughout the top fifty fastest growing occupations. Construction related occupations require a minimum of moderate on-the-job training. The majority of the occupations in the Education and Professional and Business Service sectors require a bachelor's degree or higher.

